



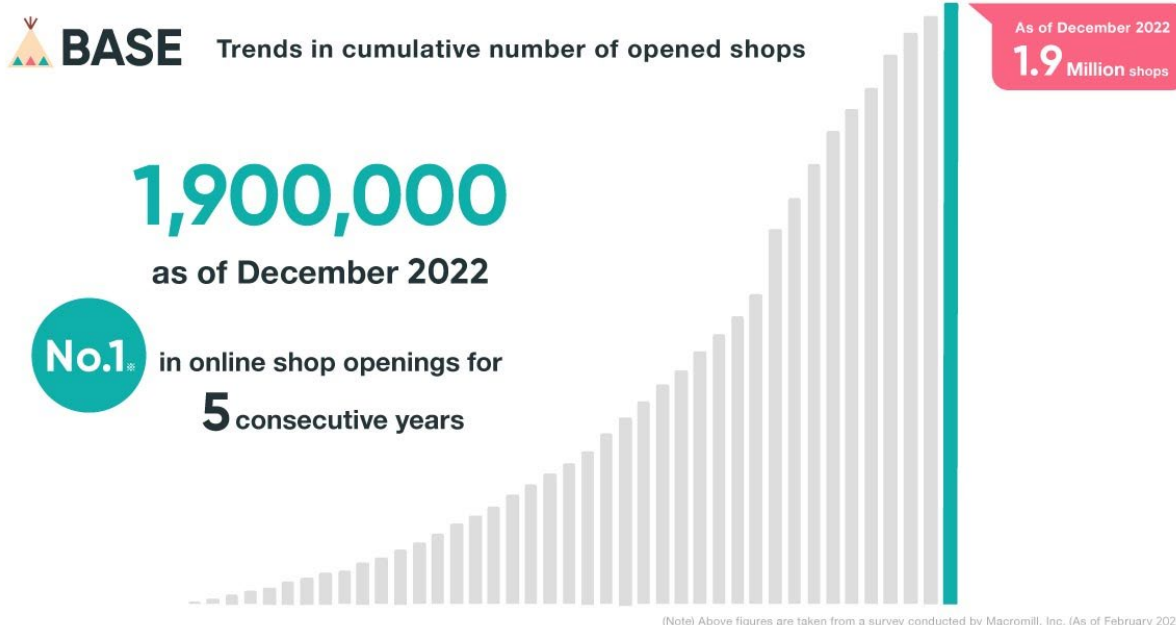
December 22, 2022

To Whom it May Concern:

Company name:	BASE, Inc.
Representative:	Representative Director and CEO Yuta Tsuruoka (Code number: 4477, Tokyo Stock Exchange Growth Market)
Inquiries:	Director and CFO Ken Harada TEL 03-6441-2075

**Number of BASE Online Shops Openings Exceeds 1.9 Million Shops!**

We hereby announce that the number of shops opened using BASE, a service for creating online shops which is operated by BASE, Inc. (location: Minato-ku, Tokyo, Representative Director and CEO: Yuta Tsuruoka; hereinafter referred to as “BASE”) exceeded 1,900,000 shops on December 9, 2022 (Friday).



**■ About exceeding 1,900,000 BASE shops**

BASE, which commenced provision of its services in November 2012, celebrated its 10th anniversary on November 20, 2022 and the number of online shops opened using the service has exceeded a cumulative total of 1,900,000 shops.

Since our inception, the service has been used by many shops, primarily those run by individuals, corporations, local governments, etc. In April 2022 we commenced provision of the Growth Plan (payment processing commission of 2.9% + 5,980 JPY monthly service commission) offering the lowest payment processing commission in the industry, to ensure that we can also boost the growth of shop owners whose sales volume has expanded.

From the results of the BASE Owners' Survey 2022 (\*1) published in November 2022, we learned that BASE is now being used by an even broader range of shops. For example, use by "corporations" increased for the second consecutive year. Furthermore, in terms of functions, we are working on the development of new features that make it easier for shops which have grown, including those run by individuals and small teams, to use BASE.

#### <About recent functionality releases>

We have recently provided a variety of new functions. Operations can be streamlined using the Regular Deposit App which enables regular deposits of the sale proceeds, and the Delivery Date Specification App which enables pre-defined delivery days for each prefecture. The Survey App, which allows shops to conduct purchaser surveys, can be used to contribute to marketing activities. Furthermore, we updated the Easy Shipping App (in Partnership with Yamato Transport) to enable an anonymous delivery function which allows individuals and small teams to ship products without publicly disclosing their full name, address, or telephone number.

#### ■ About the new BASE functions currently under development

We will introduce some of the functions currently under development which we plan to release going forward.

We are working on the development of features to strengthen shops' CRM measures, such as functions useful for marketing activities and functions with the objective of enhancing customer loyalty of fans and repeaters, etc.

#### <Functions we plan to release going forward>

##### New functions

##### 1. Membership App

The function will enable each shop to make its own original membership system. In the long run, we plan membership functions which grant points based on purchase amounts which can then be exchanged for rewards freely established by the shops.

##### 2. HTML Tag Insertion App

The function enables the easy implementation of external tools which aid site analysis and customer attraction, such as measurement tags and advertising tags, etc. without the need for HTML editing.

##### Updates to existing functions

##### 3. Update of the Shipping Cost Advanced Settings App

We plan to enable switching shipping fees based on the number and weight of products, such as setting different fees for each type of temperature-controlled shipping (room temperature, refrigerated, and frozen) and setting fees based on package size.

##### 4. Extension of period of the Pre-Order App

We will extend the pre-order period which can be set in the Pre-Order App, making it possible to receive orders several months in advance.

The above functions are still under development, and their content, name, etc. may be changed.

BASE will continue to strengthen its products such as CRM and aim to maximize value generated by all shops, creating opportunities for them to communicate with purchasers and strengthen their marketing measures.

\*1 BASE Owners' Survey 2022: [https://binc.jp/press-room/news/press-release/pr\\_20221121-2](https://binc.jp/press-room/news/press-release/pr_20221121-2)

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